



Minneapolis Mobility Hubs

Path to the Shared Mobility Summit: Mobility
Hubs to Connect Communities

Tuesday, October 27 | SUMC

Overview

- Background
- Key themes
 - Theme 1: beyond MOBILITY
 - Theme 2: safety
 - Theme 3: reclaiming public space
 - Theme 4: branding + wayfinding
 - Theme 5: partnerships
- What comes next



background

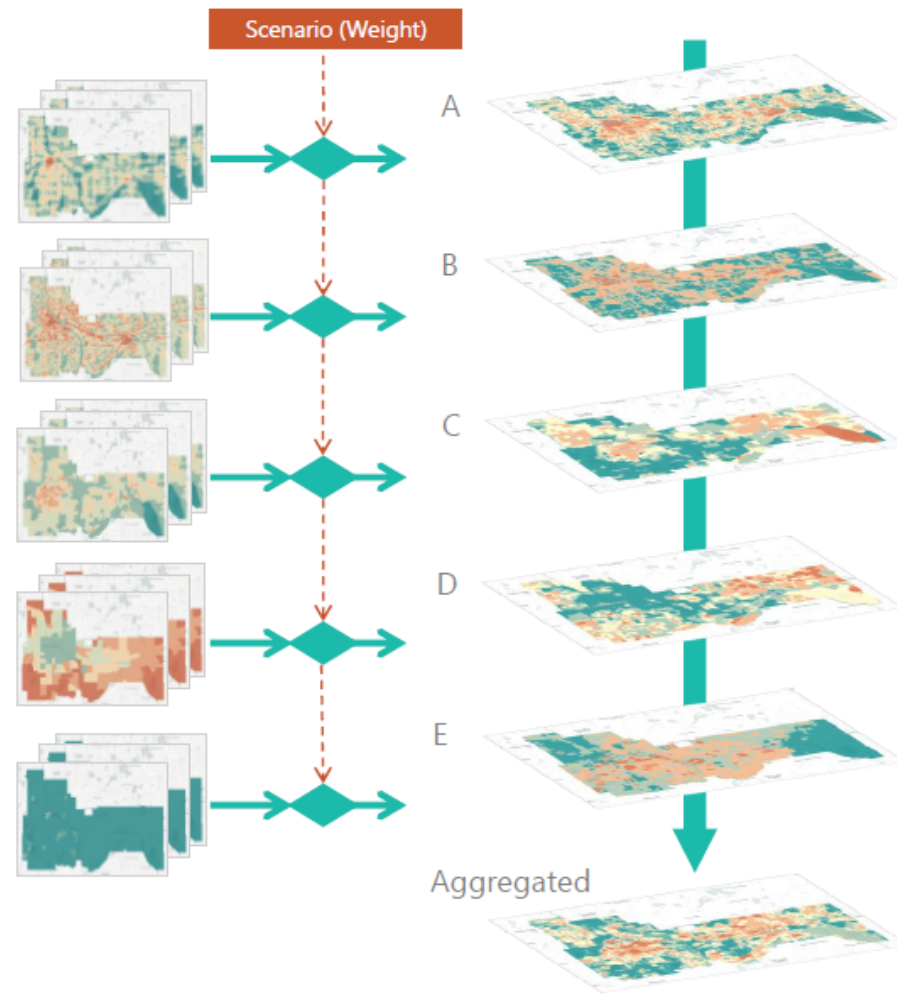


TWIN CITIES

SHARED MOBILITY ACTION PLAN



Site selection process



Methodology

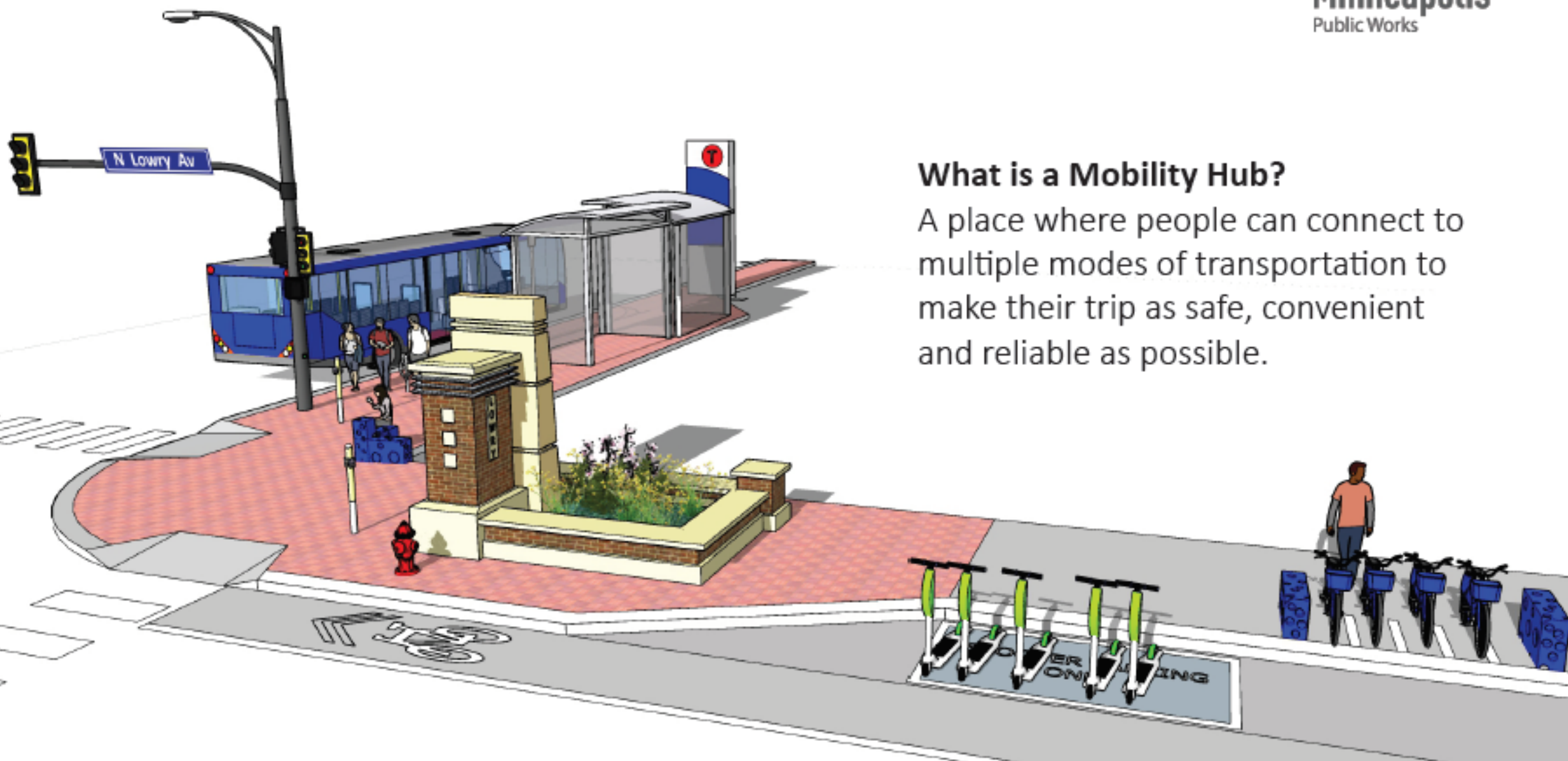
Mobility Hub sites were identified by combining 32 different layers. Layers were grouped into five different layer groups:

- (A) Physical;**
- (B) Economic;**
- (C) Demographic;**
- (D) Access;**
- (E) Behavior**

Siting was considered in terms of City priorities and planning scenarios: each aggregated layer was multiplied by a given weight, which determined the output for the scenario at hand. The three Twin Cities planning scenarios were as follows:

- (1) equal focus;**
- (2) commute focus;**
- (3) equity focus**

Hotspots identified for each scenario are considered candidates for mobility hub sites. The Twin Cities metropolitan area was spatially divided into tiles for the purposes of analysis: 1st and 2nd tiered hubs are suggested based on tile scores.



What is a Mobility Hub?

A place where people can connect to multiple modes of transportation to make their trip as safe, convenient and reliable as possible.

Pilot elements

parking



furniture

signage

social

**smart
lockers**

key themes





beyond MOBILITY

hubs as a place of community resilience



NACTO Announces Awardees of Streets for Pandemic Response and Recovery Grant Program

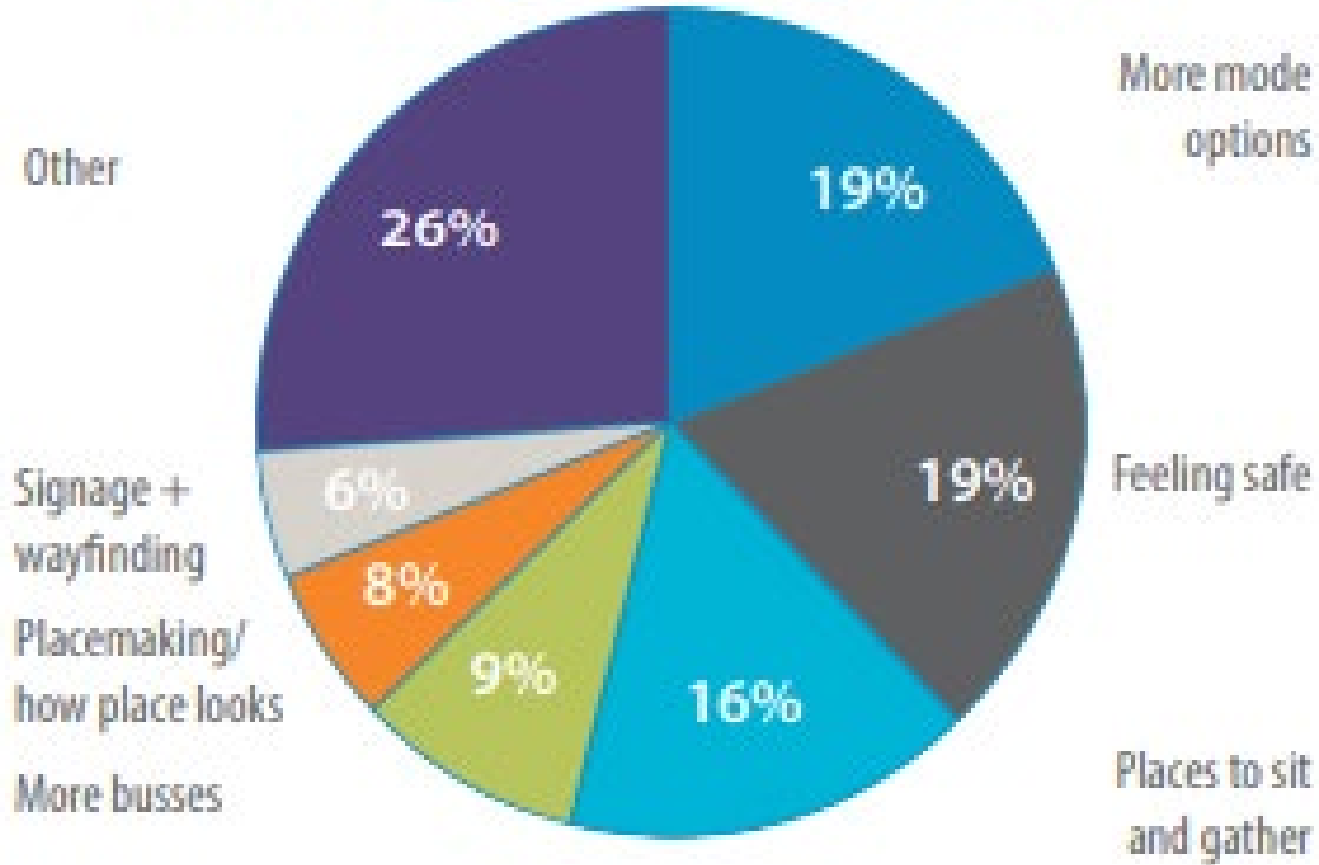
Aug 25, 2020

The COVID-19 crisis has amplified the existing **crisis of racial inequity**, and pandemic response is inextricably linked with the fight for racial justice. As cities across the US begin to ease restrictions on non-essential travel and businesses, and implement projects and policies designed for recovery, we cannot return to a pre-pandemic normal that disinvested in communities and exacerbated economic and racial inequities. For a just recovery, we must center the needs of those disproportionately harmed by COVID-19's health, economic, and social impacts and seek equitable outcomes in transportation decision making.

During this crisis, many communities have been working with their members and neighborhoods and are close



What is most important to making your trip better?



safety

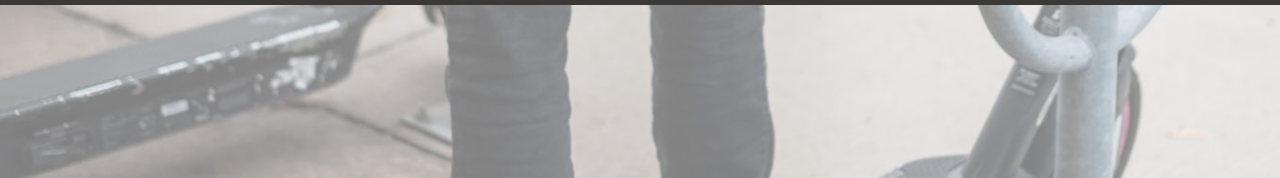
reimagining personal + infrastructure safety at mobility hubs



Intersection safety improvements



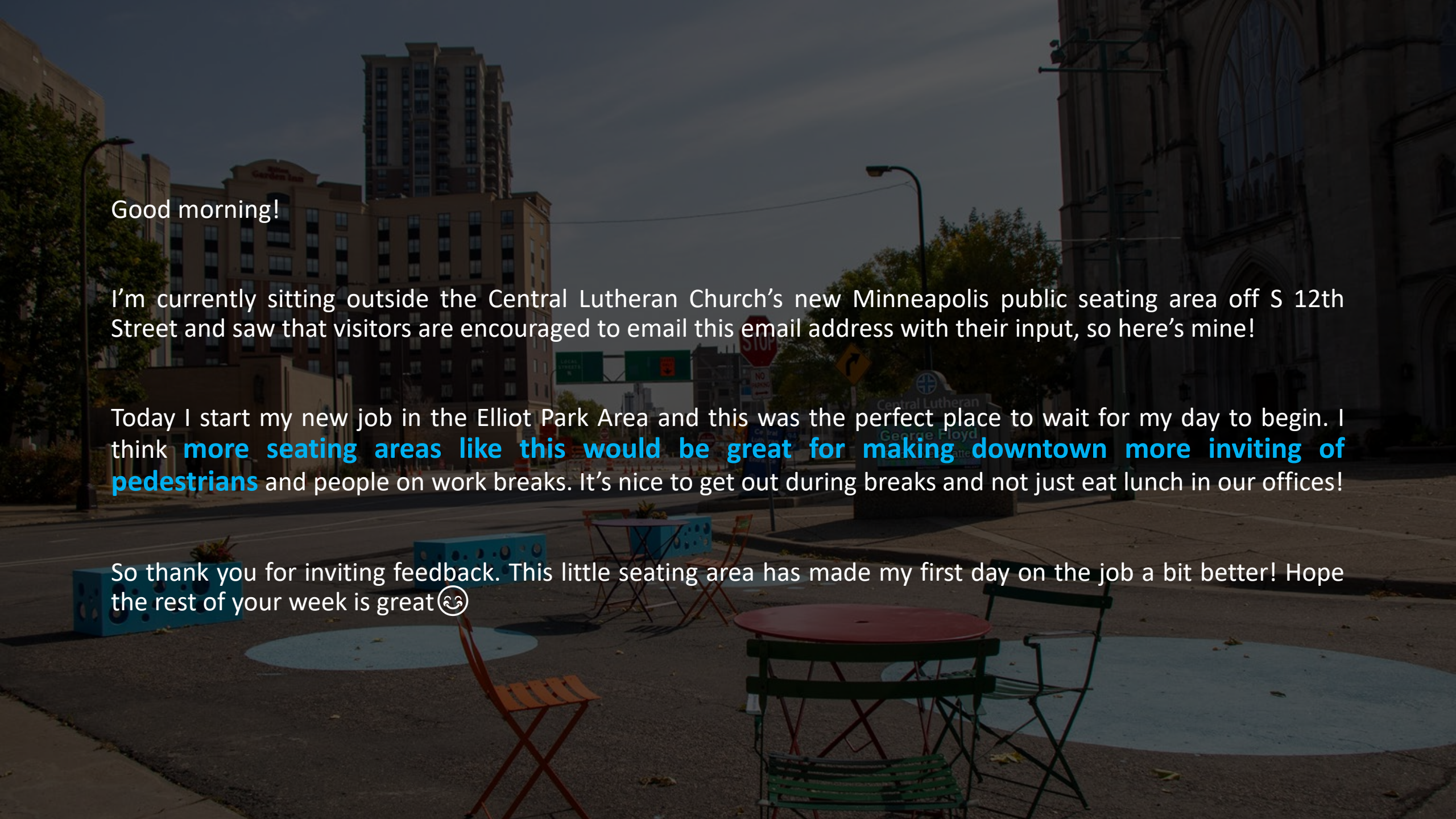
Ambassadors





reclaiming public space

from placemaking to greening – using hubs to redefine public space



Good morning!

I'm currently sitting outside the Central Lutheran Church's new Minneapolis public seating area off S 12th Street and saw that visitors are encouraged to email this email address with their input, so here's mine!

Today I start my new job in the Elliot Park Area and this was the perfect place to wait for my day to begin. I think **more seating areas like this would be great for making downtown more inviting of pedestrians** and people on work breaks. It's nice to get out during breaks and not just eat lunch in our offices!

So thank you for inviting feedback. This little seating area has made my first day on the job a bit better! Hope the rest of your week is great 😊



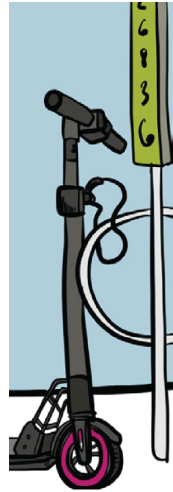
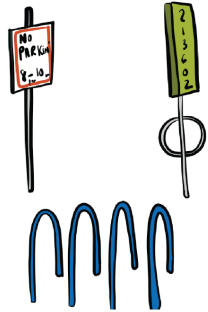


branding + wayfinding

building a brand & visual identify via storytelling, signage & art

Scooter parking

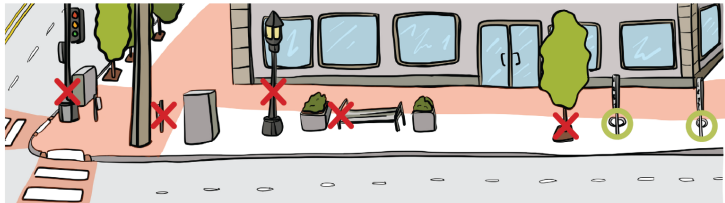
lock to this!



don't block these



make sure the walkway is clear



no parking zone X = don't lock to O = ok to lock to

Safe scooter riding

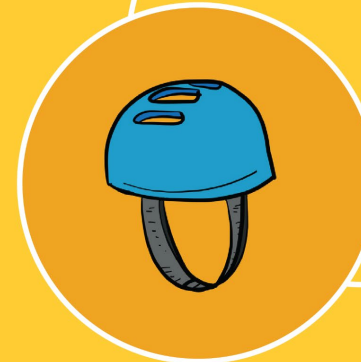
ride in
the street



yield to
pedestrians



wear a
helmet



park your scooter with care for others





partnerships

hubs as multi-collaborative efforts | from public to private to non-profits to think-tanks

Public agencies & institutions



Private companies



Funding partners



American Cities
Climate Challenge

Pilot consultant



ENGAGEMENT
PARTNERS

Regional & national think-tanks



A group of children wearing helmets and face masks are riding kick scooters on a city street. The scooters have black frames and bright pink wheels. In the background, there is a brick building, a white delivery truck with a sign, and other city elements. The scene is slightly blurred, suggesting motion.

what comes next



- From pilot to permanent
 - Developing a capital program & identifying long term funding
 - Inform regional network
- Integrating with:
 - Electric vehicle (EV) charging network & car share
 - Microtransit pilot with Metro Transit
 - Mobility as a Service (MaaS) with Metro Transit



Thank you!

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For more information on mobility hub pilot:
www2.minneapolismn.gov/publicworks/transport/mobilityhubs